ABSTRACT

In a technique of partially serializing video data to transfer it from a display control circuit to a signal-line driving circuit such as a source driver, data comparisons ① and ② in the data order after serialization are made sequentially in a stage of parallel data prior to making a parallel-to-serial conversion of the video data, and determination is made as to whether or not the bit inversion number of the data is more than half to take a control of an inversion/noninversion for the transfer data. An operational speed of a comparator, an inversion/noninversion determination circuit, etc. can be reduced as compared with the case in which a control is taken of the inversion/noninversion for the data of which an operation speed became high by partially serializing the video data.